

an online format, all student records will be monitored by Taylor Associates staff at the head office in Huntington Station, New York. There, certified teachers will review the levels and progress of all students in the program and forward any recommendations to the supervising teachers in Michigan. Taylor Associates is headed by President Stanford E. Taylor, creator of Reading Plus. Prior to Reading Plus, Mr. Taylor founded Educational Developmental Laboratories, invented the Reading Eye I camera and conducted the only national large scale eye-movement recording norm study. Taylor later founded Instructional/Communications Technology which produced a comprehensive Guided Reading library, listening training materials and an extensive comprehension and study skills kit series. He developed the Guided Reader and the Visagraph, a computerized eye-movement recording system. Taylor Associates' staff also includes Carl Vinas, who holds a Ph.D. in Reading, Maryclaire Salzar, who holds an undergraduate degree in speech and hearing science and a master's degree in education, Betsy Radecki, who holds undergraduate and master's degrees in history and has a ten year tenure on her local Board of Education, and Jean O'Connell, a certified teacher. Taylor Associates also includes a technical support staff, with multiple personnel available for computer questions and support in both Macintosh and Windows platforms.

Each month, a comprehensive report will be prepared by the Taylor Associates staff and then forwarded to the Michigan teachers. The Michigan teachers will have an opportunity to discuss the report with Taylor Associates staff and to add their own comments before making the report available to each student's parents. The information will contain details about the student's reading rate and level, progress on each of the program elements, and recommendations for future study. The local teachers will use same method of communicating with parents in their native language as they do in all regular communication.

Evidence of Program Effectiveness

Reading Plus® pedagogy is supported by over seventy years of research. More than fifty million students have improved their reading ability using the techniques and programs which have been continually updated and now comprise the Reading Plus system. Studies with primary, middle, secondary and college students in various settings have revealed dramatic improvement in reading ability as measured by standardized tests such as the Iowa Test of Basic Skills, the Gates-MacGinitie reading test and the Nelson-Denny reading test. The attached chart summarizes some recent results. Equally important, however, is the change in self esteem students experience as they become better readers. Our emphasis on fluency development and our Visagraph norms were cited by the National Reading Panel during their 2000 investigation into best practices for teaching and improving reading. A summary of the research conducted on the Reading Plus® system techniques includes:

- 20 studies containing treatment and control groups
- 26 studies published in journals and presented at conferences
- 5 doctoral dissertations investigating the benefits of our unique approach to fluency development
- 10 studies involving the Visagraph and standardized tests

- 34 Research Reports demonstrating gains
- 11 earlier unpublished studies not specifying a control group.

A small sampling of the wealth of studies over the years follows. A complete list of school reports is available on the web site www.readingplus.com.

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Taylor, Earl A. The Fundamental Reading Skill as Related to Eye-Movement Photography and Visual Anomalies. (Second Edition) Springfield, Illinois: Charles C. Thomas.

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Witzeman, B. Evangeline. "An Experimental Study Using the Ophthalm-O-Graph and Metron-O-Scope in the Diagnosis and Treatment of Reading Defects." *Journal of Psychology* 11, 1941, pp. 307-34.

Pricing Structure

The program will be priced at \$100.00 per student per month. This price will include three 45-minutes supervised sessions per week, unlimited online access, and monthly reports to parents or guardians as well as the student's classroom teacher and principal.